



## **Burton prepares to debut its new bag line to complete comeback**

RICHMOND, Va. (September 1, 2010) – With six distinct golf bag models set to be unveiled in fall 2010, Burton, a division of Dynamic Brands and one of the most storied golf bag brands of all-time, is officially back. The debut of the new line will serve as the brand's first new product introduction since the Company was acquired by Dynamic Brands in 2009.

Burton's 2010 golf bag collection will combine master craftsmanship with elegant style and a meticulous attention to detail that has been synonymous with the Burton brand dating back more than 100 years. Burton will return to the golf industry in style, as the new models encompass fashion forward designs that are offered in a breadth of color schemes and patterns, while providing functional and performance characteristics for today's golfers.

"Golfers who demand quality craftsmanship and traditional designs will appreciate our new line," said Craig Ramsbottom, President, Dynamic Brands. "The unmatched Burton legacy of form, function and quality are prominent in each of these new bags."

Burton's much anticipated new line seamlessly blends the latest fashion and design trends with premium materials and craftsmanship that have been associated with the brand for over a century. Throughout the design and manufacture of each and every bag, quality and performance are assured with some distinct Burton features. Tailored with 1680D Ballistic Nylon, YKK Zippers and nylon thread, these bags are durable and strong enough to warrant the Burton name. Custom interior lining and luxury hardware are additional touches that come standard with all products. Furthermore, all bags include a functional traction base with molded supports as well as padded tops with full length dividers.

Burton continues to go the extra step, including genuine leather accents with the men's collection and stylish matching headcovers for the ladies' collection to ensure a deluxe golfing experience. After going through a 75 point quality control check, Burton proudly engraves their logo into the bags, confident that the newest collection provides the superior quality and stately design that has come to be expected with the Burton tradition. Recognizing the importance of customization, all bags in Burton's men's and women's collections will be available with personalization and customization options. The combination of master craftsmanship, style and functionality will be complemented by the highest caliber embroidery options, creating excellent tournament gifts, promotional items or personal accessories.

Dynamic Brands is proud to unveil the next chapter of this legendary brand at pro shops and fine retailers this fall.

- continued -



**About Burton**

Burton is owned by Dynamic Brands, the parent company for a portfolio of premium brand name companies that are all committed to the development of innovative, quality products and outstanding customer service in the golf and juvenile industries. Golf products offered through the company's Bag Boy® , Slotline® , AMF® Golf, Burton® , Datrek® , Devant® , Sir Christopher Hatton® and Miller Golf® brands include walking carts, golf bags, travel bags, golf clubs, high MOI putters, custom image dyed and embroidered golf towels, bag tags and other golf accessories. Baby Jogger™ is the original inventor and manufacturer of 3-wheel joggers and all-terrain strollers while Advance Mobility™ manufactures all-terrain push chairs for children and adults with physical disabilities. Protect-A-Bub® produces pediatric recommended sunshades and all-weather comfort juvenile products. Dynamic Brands' products are marketed in more than 50 countries worldwide. For more information about Dynamic Brands, visit [www.dynamicbrands.com](http://www.dynamicbrands.com).

###

**Media contact:**

*Tiffany Berls*

*Mastro Communications, Inc.*

*p. 732.469.5700*

*tiffany@mastrocomm.com*